

**Amendments To The Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing Of Claims:**

Please add new claims 57-82.

1-12. (cancelled).

13. (currently amended) A telecommunications advertising means, comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

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Cont.  
a processing means configured to selectively "associate," based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one advertisement in the advertisement database with an incoming communication in at least one of the following ways:

associate an advertisement with a destination of said an incoming communication;

associate an advertisement with a source of said incoming communication; and

associate an advertisement with said source and an advertisement with said destination.

14-29. (cancelled).

30. (original) A method of updating user preferences associated with a telecommunications advertising means, comprising:

a user accessing a record containing the user's preferences from a database;

providing said user with the option of changing or updating any or all preferences in the record;

said user changing or updating some or all of the user's preferences;

updating and storing said record in said database; and

using the updated version of said record to automatically update associations of advertisements to be played to said user within a telecommunications network containing said telecommunications advertising means.

31. (original) The method of claim 30, wherein the user accesses said record via a telephone or the Internet.

32. (previously presented) The method of claim 30, wherein the user's preferences include information related to the types of services said user is interested in or typically uses.

33. (currently amended) The telecommunications advertising means of claim ~~1357~~, wherein the processing means is further configured to cause the advertisement

associated with the source to replace a dial tone that would normally be routed to the source.

34. (currently amended) The telecommunications advertising means of claim ~~13~~57, wherein the processing means is further configured to cause the advertisement associated with the source to replace the rings of a ringback signal that would normally be routed to the source.

35. (currently amended) The telecommunications advertising means of claim ~~13~~57, wherein the processing means is further configured to cause the advertisement associated with the source to be routed to the source prior to connecting the source with the destination.

36. (currently amended) The telecommunications advertising means of claim ~~13~~57, wherein the processing means is further configured to cause the advertisement associated with the source to be routed to the source just prior to a dial tone being routed to the source.

37. (previously presented) The telecommunications advertising means of claim 13, wherein the processing means is further configured to cause the advertisement associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication.

38. (currently amended) The telecommunications advertising means of claim ~~37~~58, wherein the processing means is further configured to cause the advertisement associated with the source to be routed to the source when the advertisement associated with the destination is routed to the destination.

39. (previously presented) The telecommunications advertising means of claim 38, wherein the advertisement associated with the source and the advertisement associated with the destination last the same amount of time.

40. (currently amended) The telecommunication advertising means of claim ~~13~~57, further comprising a switching center interfaced with the source, and wherein the processing means comprises part of the switching center.

41. (previously presented) The telecommunication advertising means of claim 40, wherein the switching center comprises a router configured to route the incoming communication from the source to the destination, and wherein the processing means comprises part of the router.

42. (previously presented) The telecommunications advertising means of claim 40, wherein the advertising database comprises part of the switching center.

<sup>59</sup> 43. (previously presented) The telecommunications advertising means of claim 13, further comprising a database coupled with the processing means, the database configured to store the user preferences.

44. (previously presented) The telecommunications advertising means of claim 43, wherein the user preferences include the user's age.

45. (previously presented) The telecommunications advertising means of claim 43, wherein the user preferences include the user's salary.

46. (previously presented) The telecommunications advertising means of claim 43, wherein the user preferences include the user's marital status.

47. (previously presented) The telecommunications advertising means of claim 43, wherein the user preferences include the user's number of children.

48. (previously presented) The telecommunications advertising means of claim 43, wherein the user preferences include the user's buying preferences.

49. (previously presented) The telecommunications advertising means of claim 43, wherein the processing means is further configured to allow the user to access the database and update their user preferences.

50. (previously presented) The telecommunications advertising means of claim 43, wherein the database is interfaced with the Internet, and wherein the user can access the database to update the user preferences via the Internet.

51. (currently amended) The method of claim 3230, wherein the user's preferences include information related to the types of products said user is interested in or typically uses.

52. (previously presented) The method of claim 32, wherein the user's preferences include the language said user would prefer to receive information in.

53. (previously presented) The method of claim 32, wherein the user's preferences include personal data regarding the user including age, gender, economic status, spending habits, political affiliation, marital status, and brand loyalty.

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54. (previously presented) The method of claim 30, further comprising obtaining the user's preferences and generating the record therefrom.

55. (previously presented) The method of claim 54, wherein the user's preferences are obtained when the user signs up for a telecommunications service.

56. (previously presented) The method of claim 54, wherein the user's preferences are obtained via a questionnaire.

57. (new) The telecommunications advertising means of claim 13, wherein the processing means is further configured to selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one

advertisement in the advertisement database with a source of an incoming communication and with a destination of said incoming communication.

37, 58. (new) The telecommunications advertising means of claim 57, wherein the processing means is further configured to cause the advertisement associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication.

43, 59. (new) The telecommunications advertising means of claim 57, further comprising a database coupled with the processing means, the database configured to store the user preferences.

44, 60. (new) The telecommunications advertising means of claim 59, wherein the user preferences include the user's age.

45, 61. (new) The telecommunications advertising means of claim 59, wherein the user preferences include the user's salary.

46, 62. (new) The telecommunications advertising means of claim 59, wherein the user preferences include the user's marital status.

47, 63. (new) The telecommunications advertising means of claim 59, wherein the user preferences include the user's number of children.

48, 64. (new) The telecommunications advertising means of claim 59, wherein the user preferences include the user's buying preferences.

49 65. (new) The telecommunications advertising means of claim 59, wherein the processing means is further configured to allow the user to access the database and update their user preferences.

50 66. (new) The telecommunications advertising means of claim 59, wherein the database is interfaced with the Internet, and wherein the user can access the database to update the user preferences via the Internet.

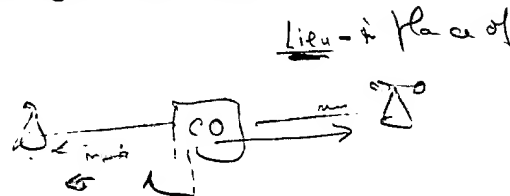
52 67. (new) The method of claim 51, wherein the user's preferences include the language said user would prefer to receive information in.

53 68. (new) The method of claim 51, wherein the user's preferences include personal data regarding the user including age, gender, economic status, spending habits, political affiliation, marital status, and brand loyalty.

13 x 34 69 (new) A telecommunications advertising means, comprising:  
an advertisement database that stores subscriber specific or third party advertisements; and

a processing means configured to selectively associate at least one advertisement in the advertisement with a destination of an incoming communication,

wherein the processing means is further configured to cause the advertisement associated with the destination to replace the rings of a ringback signal that would normally be routed to the destination.





77, 57, 70. (new) The system of claim 69, wherein the processing means is further configured to selectively associate an advertisement in the advertisement database with the destination of the incoming communication based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography.

78 44 71. (new) The telecommunications advertising means of claim 70, wherein the user preferences include the user's age.

79 45 72. (new) The telecommunications advertising means of claim 70, wherein the user preferences include the user's salary.

80 46 73. (new) The telecommunications advertising means of claim 70, wherein the user preferences include the user's marital status.

81 47 74. (new) The telecommunications advertising means of claim 70, wherein the user preferences include the user's number of children.

82 48 75. (new) The telecommunications advertising means of claim 70, wherein the user preferences include the user's buying preferences.

1357 34 76. (new) A telecommunications advertising means, comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

a processing means configured to selectively associate at least one advertisement in the advertisement database with a source of the incoming communication,

wherein the processing means is further configured to cause the advertisement associated with the source to replace the rings of a ringback signal that would normally be routed to the source.

59, 70, 77. (new) The system of claim 76, wherein the processing means is further configured to selectively associate an advertisement in the advertisement database with the source of the incoming communication based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography.

44 78. (new) The telecommunications advertising means of claim 76, wherein the user preferences include the user's age.

45 79. (new) The telecommunications advertising means of claim 76, wherein the user preferences include the user's salary.

46 80. (new) The telecommunications advertising means of claim 76, wherein the user preferences include the user's marital status.

47 81. (new) The telecommunications advertising means of claim 76, wherein the user preferences include the user's number of children.

48 82. (new) The telecommunications advertising means of claim 76, wherein the user preferences include the user's buying preferences.

76+77 83. (new) A telecommunications advertising means, comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

*End*  
a processing means configured to selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one advertisement in the advertisement database with a source of an incoming communication and to cause the advertisement associated with the source to replace the rings of a ringback signal that would normally be routed to the source.

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